WHEN TREATING

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FOR CONGESTION OF THE

UPPER RESPIRATORY TRACT

why not make this test?

Reports* show that Philip Morris Cigarettes are measurably less irritating than other cigarettes.

Whether that difference is important to your patients who smoke, you can readily determine for yourself by testing Philip Morris on patients under treatment for congestion of some portion of the upper respiratory tract.

Your own personal observations will dictate your future recommendation.

PHILIP MORRIS

PHILIP MORRIS & CO. LTD., INC.

119 FIFTH AVENUE, N. Y.

* *Laryngoscope, Feb. 1935, Vol. XLV, No. 2, 149-154—*
Laryngoscope, Jan. 1937, Vol. XLVII, No. 1, 58-60

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Source: https://www.industrydocuments.ucsf.edu/docs/zglk0000